

# EXHIBIT 2



## Youth X-Meta Planning Task Force:

Ensure Meta addresses existing youth regulations, is ready to meet those being passed in the near future, and that teens, parents and stakeholders have confidence in our safety, privacy and well-being practices.

**Phase 1: Youth “State of the Union” (completed)**

- Youth Framework
- State and gaps identified
- Northstar

**Phase 2: Youth Plan & H2 Roadmap** ← Focus for next 2 weeks

- Plan / Prioritization
- Trade-Offs / Staffing
- External Engagement

## Agenda

### Youth X-Meta

## Phase 1 (SOTU): Recap

## Phase 2 (Plan)

## Next Steps

## Phase I (SOTU) Executive Summary

- Goal: Ensure Meta addresses existing youth regulations, is ready to meet those being passed in the near future, and that teens, parents and stakeholders have confidence in our safety, privacy and well-being practices.
- Context: New regulations focused on age appropriate design are being passed around the world, but are still behind competitors. Additionally, lost trust with parents is now top driver reported by teens for not joining Instagram.
- Our Approach: We've created a framework, informed by teens/parents/guardians, experts and existing/upcoming regulations, to evaluate our X-Meta products holistically. We collected the current state across all apps, in collaboration with leads from product/policy/central privacy/legal, and formed a gap analysis. Our next phase is to finalize a x-Meta H2'22 roadmap.
- 12-18 months Northstar: Our proposal for northstar is to (2) Play "offense" and lead the industry on both Teen Safety and Parental Supervision.

PRIV

5. Parental Supervision: opportunity to provide meaningful features to earn trust with parents/stakeholders +

PRIV

Our vision: Meta builds the best experiences for youth and parents, ensuring they have the confidence in our privacy, safety, and data practices.

PRIV	
Well-being: PRIV	industry leading tools on IG, PRIV
Data Use: Highly dependent on Basic Ads shipping	PRIV
Age Appropriate Experiences: WA does not collect age	PRIV

x-Meta Youth: Current State				
PRIV				
PRIV		WA	PRIV	MK
PRIV		PRIV		
3/ Data Use: PRIV; making progress towards Basic Ads launch in H2!		PRIV		
PRIV		FOCUS AREA 3 Data Use	PRIV	PRIV
5/ Parental Supervision: opportunity to provide meaningful supervision features to earn trust with parents/stakeholders +		FOCUS AREA 4 Age Appropriate Experience	PRIV	PRIV
PRIV		FOCUS AREA 5 Parental Supervision	PRIV	PRIV
PRIV				
PRIV		● Industry leading	*Accounts for	PRIV
		comms risk.		<a href="#">More details</a>

## Exec Review Feedback

1. Aligned on the overall framework and high level gaps.
2. More specifics on what's underlying the color coding.
3. Flesh out the proposed strategy, including comms and external engagement.
4. (Offline from [REDACTED]) Wants to ensure PG leads are aware of staffing needed to address gaps.

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## Agenda Youth X-Meta

Phase 1 (SOTU): Recap

Phase 2 (Plan)

Next Steps

## What we need to align on?

- 18 month goal: Meta's "Youth Standard" across Youth areas.
- 6 month goal: What are we actually planning to accomplish next half?
- Staffing: What is the current staffing and gaps we have to achieve the 6-18 months goals?
- Open questions: What open questions do we have for each area?

to walk through data collection process...

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## Agenda Youth X-Meta

Phase 1 (SOTU): Recap

Phase 2 (Plan)

Next Steps

## Next Steps

- 5/3 (Today): Phase 2 bottoms up plan/staffing kick off
- 5/5: Phase 2 bottoms up plan/staffing reviews and collection (in scorecard quip)
- 5/6 (EOW): Final Draft ready and shared with Youth/App Drivers
- 5/10: Pre-Review with Exec stakeholders (et al)
- 5/13: Review Plan with

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**PRIV**

**PRIV**

**PRIV**

**PRIV**

## Pre-Read

## State of Union Details by Youth Area

x- <b>Meta Youth</b> : Current State									
PRIV									
PRIV				WA	PRIV	MK	PRIV		
PRIV				PRIV					
3/ Data Use: PRIV making progress towards Basic Ads launch in H2!				PRIV					
PRIV				FOCUS AREA 3 Data Use	PRIV	●	PRIV		
5/ Parental Supervision: opportunity to provide meaningful supervision features to earn trust with parents/stakeholders!				FOCUS AREA 4 Age Appropriate Experience	PRIV		●	PRIV	
PRIV				FOCUS AREA 5 Parental Supervision	PRIV		●	PRIV	
PRIV									
PRIV									
PRIV				● Industry leading	*Accounts for	PRIV	comms risk.		<a href="#">More details</a>

1/ Safety:	PRIV
PRIV	
<ul style="list-style-type: none"><li>• MV:<ul style="list-style-type: none"><li>◦ + Horizon-specific safety controls: Personal Boundary, Safe Zone, Report evidence capture</li></ul></li></ul>	
PRIV	

Number of added protections unique to Horizon.

Personal Boundary

Safe Zone (a space from which you can block/mute/report other users)

Report Evidence Capture (video submitted on a rolling buffer of last 2 minutes so we can capture bad behavior in the moment)

Live moderation (responds to block/mutes/report)

Guides (trained staff) can now kick/mute disruptive players.

PRIV

2/ Well-being:	PRIV
PRIV	
<ul style="list-style-type: none"><li>IG: We believe we have the right product bets but need to complement them with research transparency and external engagement.</li></ul>	
PRIV	

PRIV

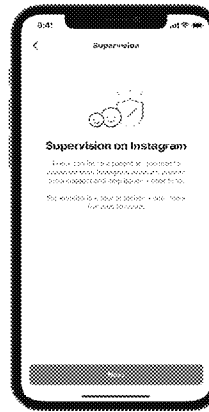
3/ Data use: Ads launch in H2	PRIV	progress towards Basic
	PRIV	
	PRIV	progress
with "Basic Ads", now expected Nov'22.		
PRIV		
• VR + MV:	PRIV	not serving ads yet.
PRIV		

4/ Age-appropriate experiences:				<b>PRIV</b>					
<b>PRIV</b>									
<b>PRIV</b>	IG	FB	Magr	<b>PRIV</b>	IGD	MIK	VR	MV	<b>PRIV</b>
	<b>PRIV</b>								
Stated Age Collection	Yes	Yes	Yes	<b>PRIV</b>	Yes	Yes	Yes		<b>PRIV</b>
U13 Reporting & Enforcement	Yes	Yes	<b>PRIV</b>						
Age Appropriate Defaults	Yes PBD, states defaults	<b>PRIV</b>			Yes	Yes	<b>PRIV</b>		
<b>PRIV</b>	Yes e.g. Safe Discovery	<b>PRIV</b>			Yes	<b>PRIV</b>			
Age Appropriate Features		Yes	Yes	<b>PRIV</b>	Yes	<b>PRIV</b>			
<b>PRIV</b>	<b>PRIV</b>	<b>PRIV</b>			<b>PRIV</b>				

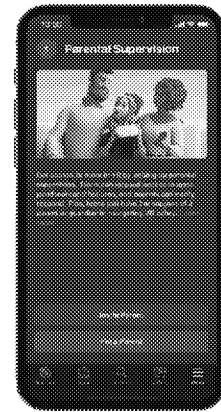
## 5/ Parental Supervision: opportunity to provide meaningful features to earn trust with parents/stakeholders +

**PRIV**

- **IG:**
  - V1 launched in March with fast follow features and global rollout planned for June.
  - Expand on parental insights/controls for teen's content/privacy/msg settings and parent insights on content categories.
- **VR/MV:**
  - Plan to launch v1 this quarter w screen time, per app blocking, social controls.
  - Evolve during H2 and '23.



Parental Supervision on IG, v1 launched March/'22

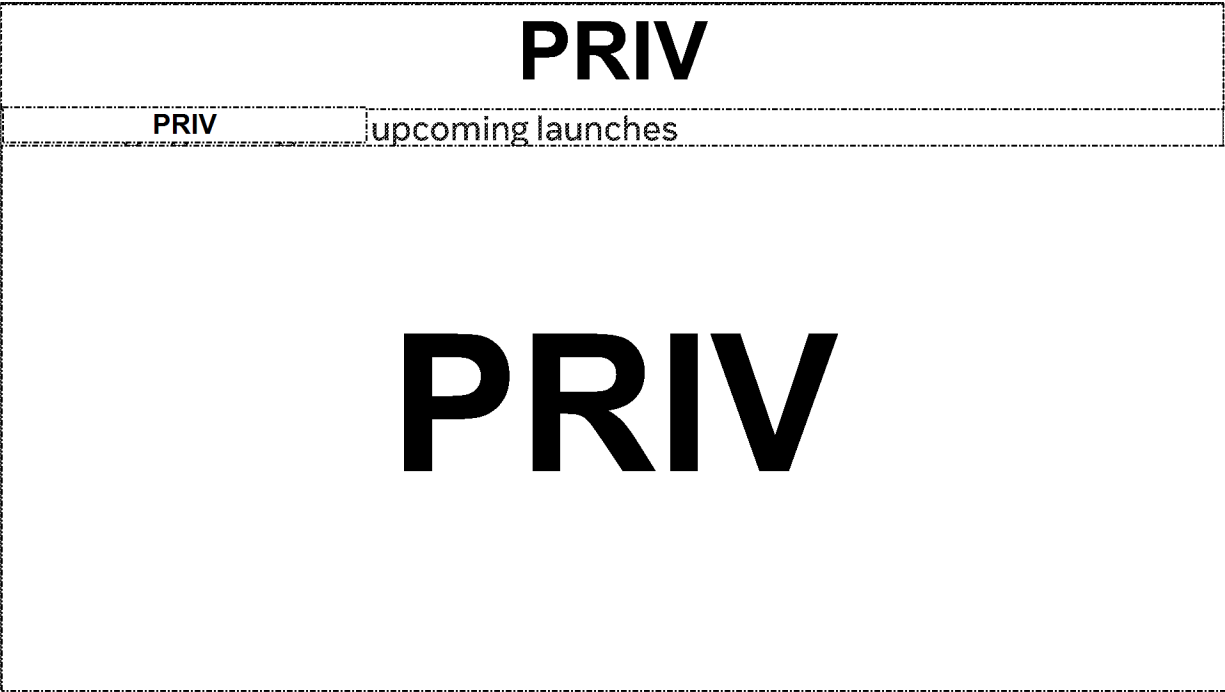


Parental Supervision on VR, slated for Q2/'22

Competitive analysis

Also Empowering teens as they age up.

**PRIV**



On MWB, we are using actor signals to reduce access to large groups between suspicious actors. CI is working on disrupting csam networks. we have an e2ee resilient bad actor model that we're using to identify CSAM networks on FB / Messenger. We're building this out for IG as well.

## APPENDIX 1

## State of Union Details

X-META Youth: Current state									
	Instagram	Facebook	Messenger	IGD	WA	MR	VR (Foundation + Ecosystem)	RV	Portal
PRIV									
Focus Area 2   Well-being	PRIV				Has sleep mode,	PRIV			
Focus Area 3   Data Use	PRIV	("Basic Ads" expected Nov'22)			No ads	PRIV	PRIV	No ads	No ads
Focus Area 4   Age Appropriate Experience	PRIV	PRIV				Blocking app downloads/purchases coming May'22	PRIV	PRIV	
	behind competition					PRIV			
PRIV									

APPENDIX 2

State of Union Details by App

Instagram		<div>PRIV</div>	
<div>PRIV</div>			
("Basic Ads")	PRIV		ETA Nov '22).
• Age-appropriate experiences:	PRIV		
PRIV	behind competition;		
Focus Area 4   Age Appropriate Experiences		<div>PRIV</div>	
		<div>PRIV</div> <div>competition;</div> <div>behind</div>	
		<div>PRIV</div>	

Facebook <b>PRIV</b>	<b>PRIV</b>		
<b>PRIV</b>		FOCUS AREA 3 Data Use	<b>PRIV</b> <small>PRIV "Basic Ads" expected Nov'22</small>
<b>PRIV</b>			

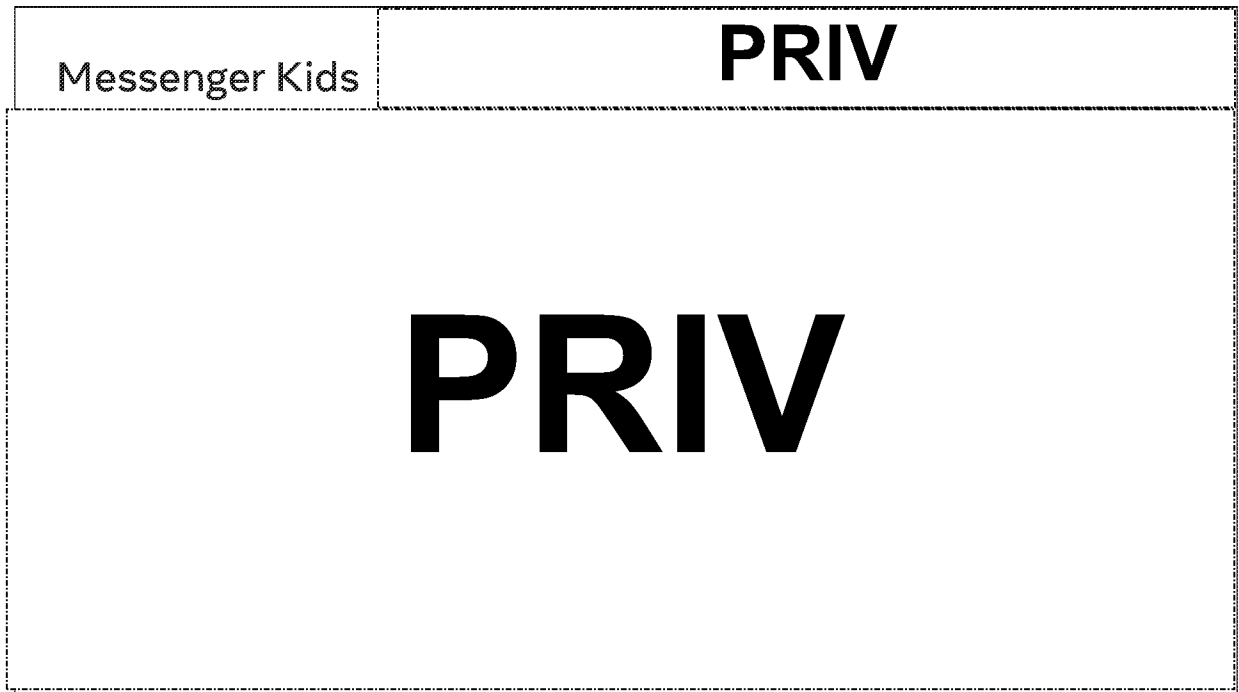
**PRIV**

Message delivery: The default for teen accounts is that they will receive message requests from friends of friends on FB (as opposed to the less restrictive "Chats" or more restrictive "Don't receive requests"); the default for others on FB and accounts on IG is also message requests (as opposed to the more restrictive "Don't receive requests" - there is no less restrictive option). Active status: the toggle is defaulted to "on" meaning it will show other MSGR users when the Teen is active and when they're active together. The Help Center explains how Active Status works. Story audience: defaulted to "Friends only" (the only other option is "Custom").

Messenger + IGD	<b>PRIV</b>		
<b>PRIV</b>	<b>PRIV</b>		
FOCUS AREA 3 Data Use	<b>PRIV</b> expected Nov'22	"Basic Ads"	<b>PRIV</b>
<b>PRIV</b>			

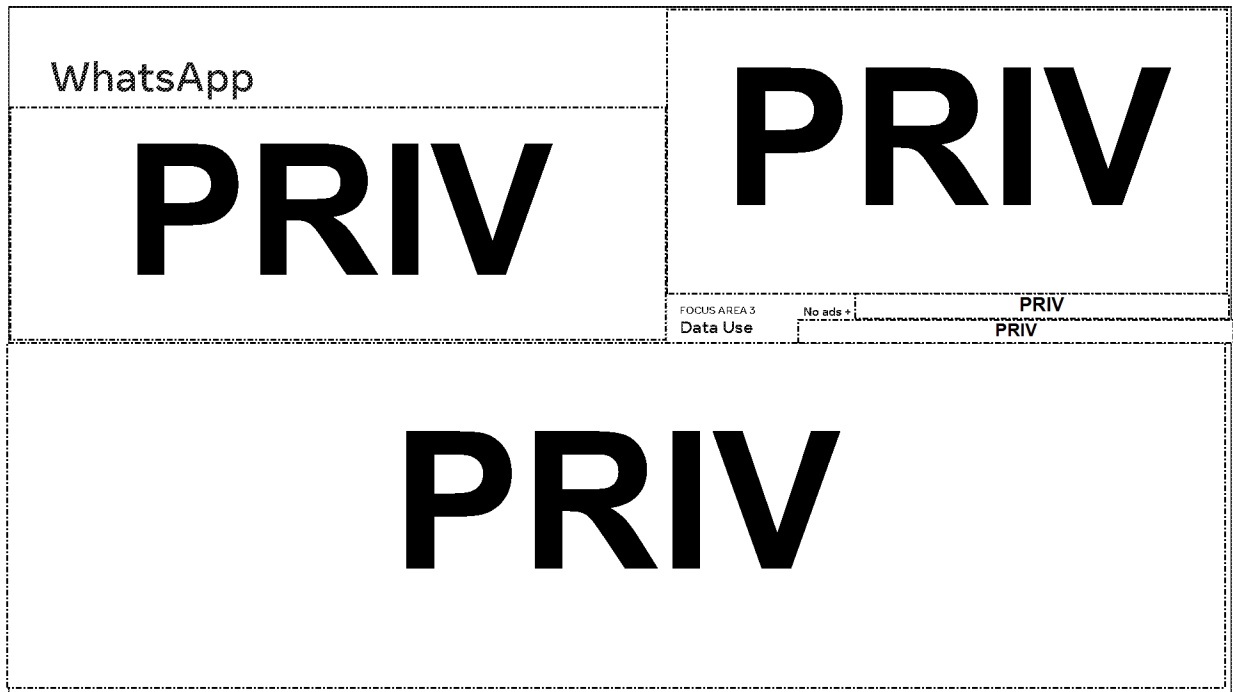
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**PRIV**

Safety: WA has a hard stance on encryption for message content which can not be analyzed for safety features. For non encrypted data **PRIV** (we scan fro CSAM/etc.) **PRIV**

**PRIV**

Any help needed from the Youth v-team?

## VR (Foundations+Ecosystem)

- Safety: VR platform provides app store services + a social layer (incl. Oculus chat, "Co-presence", etc).
  - App store currently relies on external age rating agencies, **PRIV**
- Well-Being: **PRIV** currently limited battery prevents extended use of device, **PRIV**
- Age appropriate Experiences: **PRIV**
  - PRIV** (Quest commonly used as a household shared device).

# PRIV

FOCUS AREA 3

Data Use

FOCUS AREA 4

Age Appropriate Experience

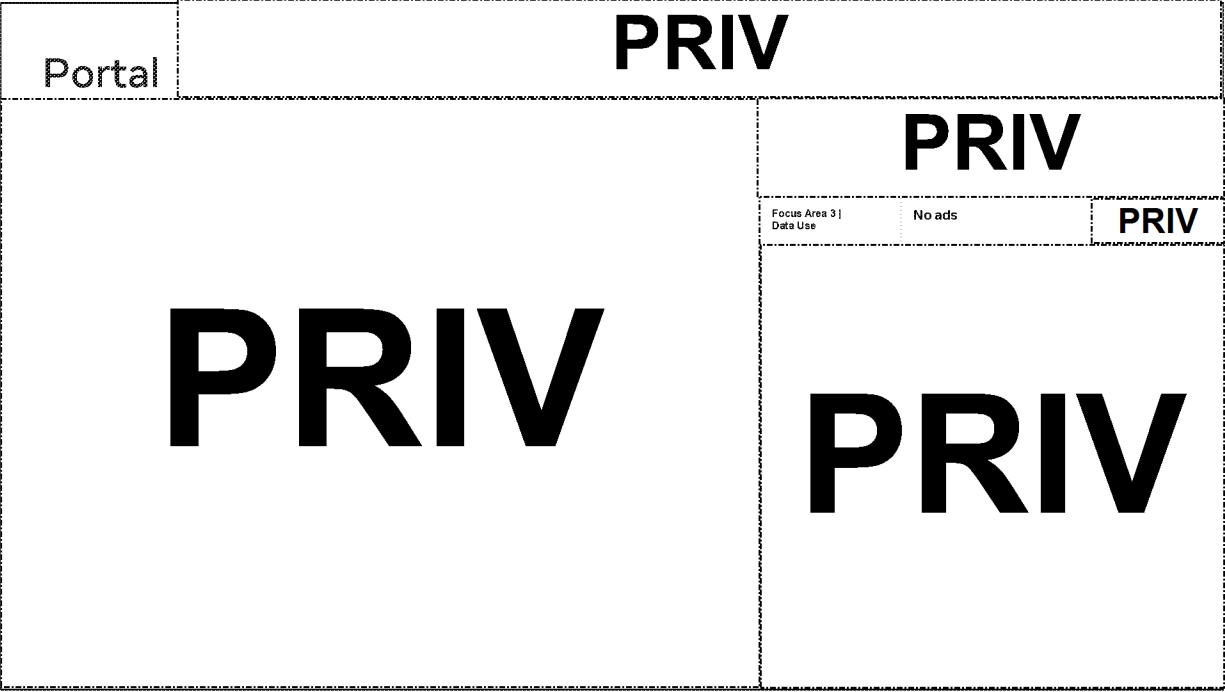
No ads

**PRIV**  
- Blocking app downloads/ purchases coming May '22.

# PRIV

**PRIV**






MV (Horizon + other 1st party apps)		PRIV	
PRIV			
• Well-being: boundary) are not teen-specific	PRIV	controls (safe zone, personal PRIV	
PRIV		FOCUS AREA 3 Data Use	No ads
		FOCUS AREA 4 Age Appropriate Experience	Underage reporting coming up in H1; PRIV
		PRIV	



Do we foresee WB challenges (time spent, usages that make teens feel worse)  
Can device management tackle installing of new apps etc.  
Are ads expected on the platform? [also on the TV format]

## APPENDIX 4 Competitive Analysis

## Competitive Landscape: We're Behind Competitors, Especially Yt /G

Feature	 		 	
Parental supervision	Yes IG: Parental supervision launched in Q1 (US only to start) Oculus: parental controls launching in Q3	Yes Family mode available globally	Yes Family Link / Supervised Acct Supervised Experiences on YT YouTube Kids App	X <del>Pre-announced</del> future plans to build family safety tools
Privacy & Safety Defaults	Yes IG private by default, tags & mentions FB Teen default updates launching H1 Oculus: teen defaults package planned for Q2 Simile launch [details TBD]	Yes No DMs, private by default, and remix restrictions for u16.	Yes YT teen upload private by default; Location History off by default;	Yes No public profiles for u18s
Age Appropriate Content	Yes - Limited IG Alternate Topic Nudge coming in H1, reactive age gating, "safe search" for u18 would bring IG to green FB: Reactive age gating, FB watch content ratings Oculus: parental approval for age-restricted app/browser access	Yes Restricted mode	Yes SafeSearch; age-restricted ads	Yes Closed content ecosystem
Youth Ads	Yes (Targeting & Content Limits) FDA Limited targeting options for advertisers; ranking limits planned for H2	X	Yes (Targeting & Content Limits) No ads targeting on age, gender, interests for u18s; age-restricted ads policies	Yes - Limited (Content Only) Age-restricted ad policies
Age Assurances	Yes - Limited IG Age model expansion, u13 reporting improvements, AV menu of options planned for H1 FB: limited age model expansion in H1; AV menu in H2 Oculus: age model exploration	Yes - Limited Proactive detection that moves accounts into their u13 experience	Yes YT: <del>Age verification</del> for mature content if systems unable to establish viewer is 18+	Yes - Limited (Restricted Ads) Use of AI for <del>age-gating restricted ad content</del>
Screen Time	Yes - Limited (IG Only) IG Take a Break FB No Oculus TBD	Yes Screen time limits, quiet time by default for u18 (no push notifis at night)	Yes No autoplay for videos	

Benchmarking:		PRIV							
		Legend: PRIV				Green = Industry leading. See details: <a href="#">here</a> .			
		Entertainment Apps				Messaging Apps		Platforms	
Key Areas	Instagram	PRIV	YouTube	YouTube Kids	PRIV	WhatsApp	Snapchat	iOS	PRIV
Teen Safety		PRIV	- Photo content moderation - Child safety - Includes for video - Includes for video - Includes for video - Includes for video	PRIV			Closed content ecosystem	PRIV	
PRIV	Take a Break Alternate Topic Nudge coming in H1	PRIV		Screen time limits + No autoplay for videos		PRIV			Battery life + form factor already prevent extended use
Teen Data Use		PRIV	- Privacy Controls - Ad Settings - Incognito Mode	Block ad targeting based on the age and gender of interest of people under 18, along with expanding the safeguards that prevent age-sensitive ad categories from being shown to teens.		PRIV	No ads +	PRIV	No Ads
Confidential, Internal Use Only. Data used does not define a particular market and named companies are a sample and do not signify a complete list of participants in any market.									



## Additional Reference Documents

- [Parental Supervision Strategy](#)
- [Age Appropriate Experience Strategy](#)
- [Youth State of Union Source of Truth](#)
- [Parent / Teen perception of Meta vs. Competition](#)

Do we foresee WB challenges (time spent, usages that make teens feel worse)

Can device management tackle installing of new apps etc.

Are ads expected on the platform? [also on the TV format]

Graveyard

## Youth X-Meta Planning Task Force:

Ensure Meta addresses existing youth regulations, is ready to meet those being passed in the near future, and that teens, parents and stakeholders have confidence in our safety, privacy and well-being practices.

### Phase 1: Youth "State of the Union" (completed)

- Youth Framework
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### Phase 2: Youth Plan & H2 Roadmap ← *Goal of today*

- Plan / Prioritization
- Trade-Offs / Staffing
- External Engagement

## Recap: Phase 1 (SOTU) – Executive Summary

- Goal: Ensure Meta addresses existing youth regulations, is ready to meet those being passed in the near future, and that teens, parents and stakeholders have confidence in our safety, privacy and well-being practices.
- Context: New regulations focused on age appropriate design are being passed around the world. PRIV but are still behind competitors. PRIV Additionally, lost trust with parents is now top driver reported by teens for not joining Instagram.
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## Recap: Phase 1 (SOTU) – Feedback

- Youth Standards expectations clarity
- Strategy

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## WIP Phase 1 Follow up

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- Strategy

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**PRIV**

**PRIV**

x-Meta Youth: PRIV	PRIV
PRIV	
PRIV	OFFENCE
PRIV "youth standard" and build external legitimacy for it with child development experts PRIV	(2) Demonstrate leadership on Teens and Parents empowerment and education, within Instagram and VR/MV, accompanies by direct to consumer marketing, to win back trust.
PRIV	

PRIV

3/ Offense2: win with parents/guardians

PRIV

2/ Industry leading on safety across family.

3/ Industry leading on parental supervision for Apps with strong teen-affinity.

## Phase 2 – Next Steps

- Plans – northstar and H2
- Staffing

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